

Message Text

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SUBJECT: FSL E/C SPECIALIST REGIONAL SEMINAR

REF: (A) STATE 173686, (B) WELLINGTON 3620

1. WHILE EMBASSY BELIEVES THAT DISCUSSION OF ALL TOPICS SUGGESTED PARA 5 REF. A. WOULD BE VALUABLE TO WELLINGTON COMMERCIAL SPECIALIST JOHN PRENDERGAST AT THE PROPOSED MANILA REGIONAL SEMINAR, THE FOLLOWING ARE AREAS WHERE WE WOULD PARTICULARLY WELCOME AN IN-DEPTH PRESENTATION BY WASHINGTON OFFICIALS AND A QUESTION-AND-ANSWER DISCUSSION:

(A) FOREIGN BUYER PROGRAM - WE HAVE TRIED TO ORGANIZE GROUP TRIPS TO VARIOUS FBP EXHIBITIONS IN RECENT MONTHS, BUT WITHOUT SUCCESS TO DATE. WE ARE PARTICULARLY HOPEFUL OF SUCCEEDING DURING FY 79, AND WOULD WELCOME A DETAILED ELABORATION OF SUPPORT AVAILABLE TO FBP GROUPS FROM USDOC AND FROM THE MANAGEMENT OF FBP EXHIBITIONS AS WELL AS THE INDUSTRY AND FACTORY VISITS THAT ARE ARRANGED FOR THESE GROUPS. WE ALSO HAVE MANY INDIVIDUAL BUSINESSMEN VISITING THE U.S.A. FOR WHOM USDOC ARRANGES APPOINTMENTS AND INTERVIEWS.

(B) MARKET RESEARCH - LAST YEAR, THE EMBASSY SUBMITTED A MARKET BRIEF ON SECURITY AND SAFETY EQUIPMENT, AND UNCLASSIFIED

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USDOC'S RMRO IN SYDNEY DID IN-DEPTH STUDIES ON BUSINESS EQUIPMENT AND SYSTEMS, COMPUTERS, AND HEALTH CARE EQUIPMENT. A MARKET BRIEF ON COMMUNICATIONS EQUIPMENT WAS SUBMITTED SEVERAL WEEKS AGO, AND BRIEF ON EQUIPMENT FOR THE FORESTRY AND TIMBER INDUSTRIES AND FOR THE FISHING AND FISH-PROCESSING INDUSTRIES ARE IN PREPARATION. ADDITIONAL STUDIES ARE PLANNED FOR FY 79. A SESSION IN

MANILA ON MARKET RESEARCH, BOTH CONTRACT AND POST-INITIATED, WOULD BE WELCOME.

(C) TRADE PROMOTION - WE ARE HOLDING AN OFF-SITE EXHIBITION IN COOPERATION WITH THE SYDNEY IMC IN WELLINGTON NEXT WEEK. LAST YEAR, WE HAD A VTR PROGRAM IN THREE CITIES IN NEW ZEALAND AND A CATALOG SHOW IN AUCKLAND. WE HOPE DURING FY 79 TO HAVE ADDITIONAL VTR PROGRAMS, AT LEAST ONE CATALOG SHOW, AND A USDOC TRADE MISSION. IN ADDITION, WE HOPE TO HAVE SEVERAL "REPFIND" EXERCISES IN COOPERATION WITH THE IMC. AS WE WILL BE MAKING INCREASING USES OF THESE PROMOTION VEHICLES OVER THE COMING MONTHS, DISCUSSION OF THEM WILL BE PARTICULARLY BENEFICIAL.

(D) RESEARCH/WRITE REPORTS - FSL PRENDERGAST IS RESPONSIBLE FOR THE SUBMISSION OF SEVERAL OF WELLINGTON'S CERP REPORTS, AND WILL BE DEVOTING INCREASING TIME IN MONTHS TO COME TO ALERT ECONOMIC/COMMERCIAL REPORTING. CONSIDERATION OF THESE TOPICS AT MANILA WOULD BE VERY USEFUL.

(E) MANAGING CCP/CAP CAMPAIGNS - THE NEW ZEALAND CAP FOR FY 79 IS ORGANIZED ON CAMPAIGN LINES, AND MR PRENDERGAST WILL BE MANAGING A CAMPAIGN ON EQUIPMENT FOR THE PLASTICS INDUSTRY AS WELL AS HELPING OUT WITH OTHER CAMPAIGN, SPECIAL PROJECTS, AND OTHER

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FACETS OF COMMERCIAL WORK AT THE EMBASSY. DISCUSSION OF CAPS IN GENERAL, AND OF MANAGING CAP CAMPAIGNS IN PARTICULAR, WOULD BE VERY ADVANTAGEOUS TO HIM AND TO THE POST. SELDEN

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